

What is claimed is:

1. A system of arranging the delivery of advertisements over a network such as the Internet, said system having an agent's server which comprises:

5 an invitation module providing an invitation page on a network for inviting a potential advertiser having the advertiser's own web site to place an intended advertisement on a network, said offer page including a condition form which said potential advertiser fill out to specify conditions for said advertisement, said condition form having a selection box of defined responses to be made by  
10 network users as a consequence of the advertisement so that the advertiser can select at least one of said defined responses at said selection box to be included in said conditions, said condition form having a cost per response entry to be entered by the advertiser as indicating a unit cost payable for the response selected;

15 an offer module which makes an ad schedule listing the intended advertisement with the specific conditions based upon a reply to said invitation page from the advertiser, said offer module providing an offer page which discloses said ad schedule on the network to a potential affiliate administering a network medium so that the affiliate can determine to place the advertisement on  
20 an ad space of said network medium in agreement on the specific conditions prescribed in said ad schedule, said offer page including an agreement entry which instructs the affiliate to enter an acceptance for selling the ad space to the advertiser;

an arrangement module which establishes an advertisement contract  
25 between the advertiser and the affiliate upon receipt of said acceptance from the affiliate, and allocates said advertiser's web site to said ad space of said network placing the advertisement thereon;

a response measurement module which counts the number of said specific response made at the advertiser's web site through said ad space; and

an administration module making a statistical report for analysis of the counted responses and delivering the statistical report through said agent's server to the advertiser so that the advertiser can estimate the effectiveness of the advertisement.

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2. The system as set forth in claim 1, wherein said defined responses made by the users include:

- clicking through to said advertiser's web site
- 10 downloading a file or software from the advertiser's web site;
- applying for a prize offered by the advertiser on the advertiser's web site;
- answering to a questionnaire from the advertiser on the advertiser's web site;
- requesting a catalogue from the advertiser through the advertiser's web site;
- requesting a subscription to a newsletter from the advertiser's web site;
- 15 signing up a membership of a club managed by the advertisers through the advertiser's web site; and
- ordering a product or service through the advertiser's web site.

20 3. The system as set forth in claim 1, wherein said clicking through to said advertiser's web site is excluded from said responses to be paid for.

25 4. The system as set forth in claim 1, wherein said cost per response entry is programmed to receive different costs for differing responses selected by the advertiser.

5. The system as set forth in claim 1, wherein  
said statistical report including a table showing a ratio of the number of the  
responses counted to the number of visits to the advertiser's web site.

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6. The system as set forth in claim 1, wherein  
said condition form has, in addition to said selection box and said  
cost-per-response entry, information entries to be entered by the advertiser for  
items which include:

10        campaign objective;  
          maximum counts of responses per a predetermined period of time;  
          category of target group;  
          desired media;  
          requested advertising time period  
15        advertising content  
          URL of the advertiser's web site.

7. The system as set forth in claim 1, wherein

20        said advertiser's web site includes an entrance page which is linked from  
said ad space, an action page which is linked from said entrance page and where  
the user may proceeds to make at least one specific action of said defined  
responses, and an action process module which responds to said specific action  
for processing the same;

25        said response measurement module of the agent's server being provided  
with an index CGI, an action CGI, and a result CGI;

          said arrangement module preparing an index URL, an action URL, and a  
result URL upon establishment of said advertisement contract;

          said index URL identifying a URL of said index CGI and including an ad

code assigned to the advertisement, said index URL being embedded in said ad space,

said action URL identifying a URL of said action CGI and being embedded in said entrance page,

5        said result URL identifying a URL of said result CGI and being embedded in said action page;

said index CGI being linked to ad space through said index URL and to an index log file which stores index data with regard to the user requesting access to said entrance page, said index data including:

- 10        1) date and time of the user requesting for access to said entrance page;  
2) a referrer log showing data of at least said ad space from which the user makes the request for access to said entrance page of the advertiser's web site;  
and  
3) said ad code;

15        said arrangement module locating an entrance page URL of said entrance page based upon said ad code received at said index CGI by reference to a table storing various ad code in relation to various entrance page URLs, said arrangement module passing thus located entrance page URL to said index CGI which responds to redirect the user's request at said ad space to said entrance  
20        page immediately after storing said index data in said index log file;

said action CGI being linked said entrance page through said action URL and to an action log file which stores action access data with regard to the user requesting for access to said action page, said action access data including:

- 1) date and time of the user requesting for access to the action page; and  
25        2) a referrer log showing data of at least said ad space from which the user is led to said action page;

said arrangement module locating an action page URL of said action page by collation of said data of the ad space received at said index CGI with data of the ad space received at said action CGI and by reference to said table storing

the ad codes in relation to action page URLs, said arrangement module passing thus located action page URL to said action CGI which responds to redirect the user's request at said entrance page to said action page immediately after storing said action access data in said action log file;

5        said result CGI being linked to said action page through said result URL and to a result log file which stores action process data with regard to the user requesting the processing at said action process module, said action process data including

- 1) date and time of the user requesting an access to the action process module;
- 10    2) a referrer log showing data of at least said ad space from which the user is led to said action process module; and

      said arrangement module locating an action process URL of said action page by collation of said data of the ad space received at said index CGI with data of the ad space received at said result CGI and by reference to said table  
15    storing the ad codes in relation to action process URLs, said arrangement module passing thus located action process URL to said result CGI which responds to redirect the user's request for access to said action process module immediately after storing said action process data in said result log file.

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8. The system as set forth in claim 7, wherein

said administer module produces said statistical report with reference to said index log file, said action log file, and said result log file, said statistical report listing a page access number which is the number of the accesses to the

25    entrance page of the advertiser's web site during a predetermined period of time, an action access number which is the number of accesses to said action page, and a result number which is the number of the access to said action process module.

9. The system as set forth in claim 8, wherein  
said statistical report includes a proceeder rate, which is the ratio of the action  
access number to said page access number, and "completer" rate, which is the  
5 ratio of the result number to page access number, and said proceeder rate and  
said completer rate being listed on a daily basis.

10. The system as set forth in claim 8, wherein  
10 said statistical report includes a proceeder rate, which is the ratio of the action  
access number to said page access number, and "completer" rate, which is the  
ratio of the result number to page access number, and said proceeder rate and  
said completer rate being listed per said ad code when different ad codes are  
assigned to different campaigns.

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11. The system as set forth in claim 8, wherein  
said statistical report includes said page access number, said action access  
number, and said result number which are sorted on each ad code when more  
20 than one ad codes are assigned to different campaigns.

12. The system as set forth in claim 9, wherein  
said statistical report includes a referrer table listing a ranking of the referred  
25 URLs which lead to the action process module through said entrance page and  
said action page.

13. A method of arranging the delivery of advertisements over a network such

as the Internet, said method comprising the steps of:

providing an invitation page on the network for inviting potential advertisers each having an advertiser's web site to place an advertisement on the network, said invitation page having a condition form to specify conditions for said

5 advertisement, said condition form having a list of defined responses expected to be made by a network user in reply to the advertisement so that the advertiser can select at least one of said responses to be included in said conditions, said condition form having a cost per response entry to be filled by the advertiser as indicating a unit cost payable for the response selected, and having a media  
10 entry for designating a desired network medium on which the advertisement is intended to be placed on;

receiving a reply to the invitation page from the advertiser and making therefrom an ad schedule with specific conditions for the advertisement;

providing an offer page which discloses said ad schedule over the network  
15 to a potential affiliate administering a network medium so that the affiliate can determine to place the advertisement on an ad space of said network medium in agreement on the specific conditions in said ad schedule, said offer page including an agreement entry which instructs the affiliate to enter an acceptance for selling the ad space to the advertiser;

20 establishing an advertisement contract between the advertiser and the affiliate immediately upon receipt of said acceptance and delivering a confirmation of the contract to the advertiser and the affiliate;

allocating the advertiser's web site to said ad space in the network medium placing the advertisement in order to count the number of said responses made  
25 through said ad space to the advertiser's web site during a predetermined period of time; and

delivering data of the counted responses over the network for access by the advertiser as well as by the affiliate so that the advertiser can evaluate the effect of the advertisement and that the affiliate can charge the advertiser for the

advertisement based upon said data.

14. The method as set forth in claim 13, wherein

5 said defined responses made by the users include:

clicking through to said advertiser's web site

downloading a file or software from the advertiser's web site;

applying for a prize offered by the advertiser on the advertiser's web site;

answering to a questionnaire from the advertiser on the advertiser's web site;

10 requesting a catalogue from the advertiser through the advertiser's web site;

requesting a subscription to a newsletter from the advertiser's web site;

signing up a membership of a club managed by the advertisers through the  
advertiser's web site; and

ordering a product or service through the advertiser's web site.

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15 The method as set forth in claim 13, wherein

said clicking through to said advertiser's web site is excluded from said  
responses to be paid for.

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16. The system as set forth in claim 13, wherein

said cost per response entry is programmed to receive different costs for differing  
responses selected by the advertiser.

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17. The method as set forth in claim 13, wherein

said statistical report including a table showing a ratio of the number of the  
responses counted to the number of visits to the advertiser's web site.



18. The method as set forth in claim 13, wherein  
said condition form has, in addition to said selection box and said cost per  
5 response entry, information entries to be entered by the advertiser for items  
which include:

campaign objective;

maximum counts of responses per a predetermined period of time;

category of target group;

10 desired media;

requested advertising time period

advertising content

URL of the advertiser's web site.

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19. The method as set forth in claim 13, wherein  
said advertiser's web site includes an entrance page which is linked from  
said ad space, an action page which is linked from said entrance page and where  
the user may proceeds to make at least one specific action of said defined  
20 responses, and an action process module which responds to said specific action  
for processing the same;

said response measurement module of the agent's server being provided  
with an index CGI, an action CGI, and a result CGI;

said arrangement module preparing an index URL, an action URL, and a  
25 result URL upon establishment of said advertisement contract;

said index URL identifying a URL of said index CGI and including an ad  
code assigned to the advertisement, said index URL being embedded in said ad  
space,

said action URL identifying a URL of said action CGI and being embedded in said entrance page,

said result URL identifying a URL of said result CGI and being embedded in said action page;

5        said index CGI being linked to ad space through said index URL and to an index log file which stores index data with regard to the user requesting access to said entrance page, said index data including:

1) date and time of the user requesting for access to said entrance page;

2) a referrer log showing data of at least said ad space from which the user  
10        makes the request for access to said entrance page of the advertiser's web site;  
and

3) said ad code;

said arrangement module locating an entrance page URL of said entrance page based upon said ad code by reference to a table storing various ad codes and  
15        code in relation to various entrance page URLs, said arrangement module passing thus located entrance page URL to said index CGI which responds to redirect the user's request at said ad space to said entrance page immediately after storing said index data in said index log file;

said action CGI being linked said entrance page through said action URL  
20        and to an action log file which stores action access data with regard to the user requesting for access to said action page, said action access data including:

1) date and time of the user requesting for access to the action page; and

2) a referrer log showing data of at least said ad space from which the user is led to said action page;

25        said arrangement module locating an action page URL of said action page by collation of said data of the ad space received at said index CGI with data of the ad space received at said action CGI and by reference to said table storing the ad codes in relation to various action page URLs, said arrangement module passing thus located action page URL to said action CGI which responds to

redirect the user's request at said entrance page to said action page immediately after storing said action access data in said action log file;

said result CGI being linked to said action page through said result URL and to a result log file which stores action process data with regard to the user

5 requesting the processing at said action process module, said action process data including

1) date and time of the user requesting an access to the action process module; and

2) a referrer log showing data of at least said ad space from which the user is led  
10 to said action process module;

said arrangement module locating an action process URL of said action page by collation of said data of the ad space received at said index CGI with data of the ad space received at said result CGI and by reference to said table storing the ad codes in relation to various action process URLs, said

15 arrangement module passing thus located action process URL to said result CGI which responds to redirect the user's request for access to said action process module immediately after storing said action process data in said result log file.

20 20. The method as set forth in claim 19, wherein  
said administer module produces said statistical report with reference to said index log file, said action log file, and said result log file, said statistical report listing a page access number which is the number of the accesses to the entrance page of the advertiser's web site during a predetermined period of time,  
25 an action access number which is the number of accesses to said action page, and a result number which is the number of the access to said action process module.

21. The method as set forth in claim 20, wherein  
said statistical report includes a proceeder rate, which is the ratio of the action  
access number to said page access number, and "completer" rate, which is the  
ratio of the result number to page access number, and said proceeder rate and  
5 said completer rate being listed on a daily basis.

22. The method as set forth in claim 20, wherein  
said statistical report includes a proceeder rate, which is the ratio of the action  
10 access number to said page access number, and "completer" rate, which is the  
ratio of the result number to page access number, and said proceeder rate and  
said completer rate being listed per said ad code when different ad codes are  
assigned to different campaigns.

15 23. The method as set forth in claim 20, wherein  
said statistical report includes said page access number, said action access  
number, and said result number which are sorted on each ad code when more  
than one ad codes are assigned to different campaigns.

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24. The method as set forth in claim 20, wherein  
said statistical report includes a referrer table listing a ranking of the referred  
URLs which lead to the action process module through said entrance page and  
25 said action page.